

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

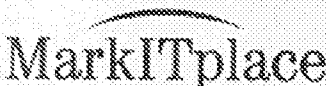
ETAS ID: TM803854

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MoreDirect, Inc.		04/05/2023	Corporation: FLORIDA
RECEIVING PARTY DATA			
Name:	PC Connection, Inc.		
Street Address:	730 Milford Road		
City:	Merrimack		
State/Country:	NEW HAMPSHIRE		
Postal Code:	03054		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5266364	MARKITPLACE	
CORRESPONDENCE DATA			
Fax Number:	6179041703		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	7815854504		
Email:	tmg@gtclawgroup.com		
Correspondent Name:	Jennifer Heisler Lavalley		
Address Line 1:	One University Ave., Ste 302B		
Address Line 4:	Westwood, MASSACHUSETTS 02090		
NAME OF SUBMITTER:	Jennifer Heisler Lavalley		
SIGNATURE:	/Jennifer Heisler Lavalley/		
DATE SIGNED:	04/18/2023		
Total Attachments: 1			
source=MarkITplace transfer agreement#page1.tif			

CH \$40.00 5266364

TRADEMARK ASSIGNMENT

WHEREAS, MoreDirect, Inc., a Florida corporation having its principal place of business at 1001 Yamato Road, Suite 200, Boca Raton, Florida 33431 ("ASSIGNOR") is the registrant of, and has adopted, used, and is using the following mark:

Country	Mark	Registration No.	Registration Date	Class(es)
United States	MARKITPLACE (and Design) 	5266364	August 15, 2017	9

hereinafter "the Mark", and;

WHEREAS, PC Connection, Inc., a Delaware corporation having its principal place of business at 730 Milford Road, Merrimack, New Hampshire 03054 ("ASSIGNEE") wishes to acquire the entire right, title, and interest in and to the Mark, any registrations and applications for registration thereof, and the goodwill associated with the Mark,

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which being hereby acknowledged, ASSIGNOR does hereby transfer, convey, and assign unto ASSIGNEE all right, title, and interest in and to the Mark throughout the world, together with the goodwill associated with the Mark, all registrations and applications for registration of the Mark, including without limitation those identified above, and also all rights to sue for or otherwise enforce, past, present, and future claims for infringement of the Mark, whether known or unknown, now existing or hereafter arising, and to freely control such lawsuits or settlements of the same, including the right to collect past damages.

EXECUTED this 5th day of April, 2023

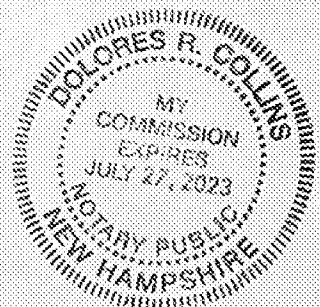
ASSIGNOR

By: Timothy McGrath President & CEO

Title: Timothy J. McGrath
Duly authorized thereunto.

STATE OF New Hampshire
COUNTY OF Hillsborough

Before me this 5th day of April, 2023, personally appeared the above-named individual, who is Timothy McGrath personally known to me or _____ proved to me through satisfactory evidence of identification in the form of Driver License, and who executed the foregoing assignment instrument and acknowledged to me that they executed the same on their own free will for the purpose therein expressed.



Notary Public Dolores R. Collins